

Application No. 10/724,123
Reply to Office Action of August 27, 2010

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:	Atty.Docket No.:	007412.00794
John S. Hendricks		
Serial No.: 10/724,123	Group Art Unit:	2421
Filed: December 1, 2003	Examiner:	Dominic Saltarelli
For: METHOD AND APPARATUS FOR SWITCHING TARGETED ADVERTISEMENTS AT A SET TOP TERMINAL	Confirmation No.:	9915

AMENDMENT

U.S. Patent and Trademark Office
Mail Stop: Amendment
Randolph Building
401 Dulany Street
Alexandria, VA 22314

Dear Sir:

This paper is in response to the non-final Office Action mailed August 27, 2010; please amend the instant application as follows:

Amendments to the Claims are reflected in the Listing of Claims, which begins on page 2 of this paper.

Remarks/Arguments begin on page 11 of this paper.

Please charge any fees due or credit any overpayments to Deposit Account No. 19-0733.